

GOVERNMENT OF ANDHRA PRADESH  
A B S T R A C T

YAT & C Department - 11<sup>th</sup> Conference of Biological Diversity being held in Hyderabad in October, 2012 - Printing of Theme Based A.P. Tourism Promotional Material - Sanction an amount of Rs.57,18,000/- (Rupees fifty seven lakhs and eighteen thousand only) - Orders - Issued.

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YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 679

Dated 14-09-2012.  
Read the following:-

1. Government Letter.No.3984/PMU/ADC/2012, YAT & C (PMU) Department, Dated 17-08-2012.
2. M/s. Livewires Advertising Private Limited, Hyderabad, Invoice No. PROD-128; PROD-129; PROD-130, PROD-131, PROD-132, PROD-133, PROD-134, PROD-135, PROD-136, PROD-137, Dated 18-08-2012.

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**ORDER:-**

Government of India who has chosen the City of Hyderabad where an International Biodiversity Conference of Parties (COP-11) on biological diversity will be organised from October 1<sup>st</sup> to 9<sup>th</sup>, 2012 at Hyderabad International Convention Centre. Hyderabad has been selected for the mega event over other four Metros of the Country. It is found to be an ideal place because of the availability of developed logistic infrastructures and other facilities required to conduct the conference. More than 30 Countries and 12000 delegates are expected to participate in the convention. It will also be the first meeting of a Conference of the Parties to a multilateral environmental agreement since 2002.

2. Since, more than 30 Countries and 12000 delegates are expected to participate in the convention, it is felt necessary that the existing promotional material needs to be immediately upgraded with the latest information and new layouts and art works depicting the State of Andhra Pradesh.

3. In the reference 1<sup>st</sup> read above, Government has allotted the work to M/s. Livewires Advertising Private Limited, Hyderabad for an amount of Rs.57.18 Lakhs towards Design, Development, Processing, Printing & Supply of the A.P. Tourism Theme Based Tourism Promotional Material, after calling for 3 quotations and among 3, M/s. Livewires Advertising Private Limited, Hyderabad has submitted lowest quotation for the desire quantity

4. In the reference read above, M/s. Livewires Advertising Private Limited, Hyderabad have submitted the following invoice towards Design, Development, Processing, Printing & Supply of the A.P. Tourism Theme Based Tourism Promotional Material with a request for arranging payments.

Name of the promotional material	Invoice No.	Amount Rs.
Brochure Folder (Bird) Incredible India - Experience you will never forget	PROD-128	10,67,420/-
Heritage City of Kakatiya Glory	PROD-129	4,26,968/-
Repository of Heritage	PROD-130	6,96,632/-
Tirupati - Wellspring of material & spiritual wealth	PROD-131	4,83,148/-
Discover Hyderabad (includes Lakeside)	PROD-132	6,85,396/-
Crucible of prosperity - Vijayawada (Krishna District)	PROD-133	4,26,968/-
Beaches of Andhra Pradesh (Includes Cruises)	PROD-134	5,39,32
Go Wild - Wildlife	PROD-135	4,83,148/-
Buddhist sites in Andhra Pradesh	PROD-136	4,83,148/-
Visakhapatnam	PROD-137	4,26,968/-
TOTAL		57,19,124/-

p.t.o

5. Government, after careful examination of the matter hereby sanction an amount of Rs.57,18,000/- (Rupees Fifty Seven Lakhs and Eighteen Thousand Only) to M/s. Livewires Advertising Private Limited, Hyderabad and release 50% from the total amount sanctioned i.e. Rs.28,59,000/- (Rupees twenty eight lakhs and fifty nine thousand only) as advance in the first instance and the remaining will be released after completion of the above said work and after delivery of the entire material.

6. The amount sanctioned at para-5 above shall debited to the following Head of Account:

“3452-Tourism, 01-Tourist Infrastructure, 102-Tourist Accommodation & Other facilities to Tourists - Schemes included in PLAN, 11- Normal State Plan, 20-PMU-Promotion of Tourism / Events, 500- Other Charges, 503 - Other expenditure”.

7. The Drawing and Disbursing officer, YAT & C (PMU) Department shall draw an amount of 50% of the total amount sanctioned i.e. Rs.28,59,000/- as advance from the amount sanctioned at para-5 initially and disburse the same to M/s. Livewires Advertising Private Limited, Hyderabad through Bank. The following are the bank details:

Bank Name	:	Corporation Bank
Bank Branch	:	Dwarakapuri Colony, Hyderabad
Bank Account No.	:	206600202000203
IFSC Code	:	CORP0002066

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

CHANDANA KHAN  
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To  
M/s. Livewires Advertising Private Limited, Hyderabad  
The Drawing and Disbursing Officer, YAT & C (PMU) Department  
The Deputy Pay and Accounts Officer, Secretariat Branch, Hyderabad.  
The YAT & C (PMU - Claims) Department.  
SF/SCs.

//Forwarded :: By Order//

SECTION OFFICER